



WXYZ

ORDER

Print Date 10/10/12 Page 1 of 4

Flight Dates 09/25/12-10/01/12

		<u>Order Sep</u>	00:20:00
<u>Contract / Revision</u>	<u>Product</u>	<u>Estimate #</u>	1652
312140	Citizens for Affordable Quality Hon	<u>Alt Order #</u>	
<u>Original Date / Revision</u>	<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash
09/24/12 09/24/12	<u>Billing Contact</u>	<u>Order Type</u>	GENERAL
<u>Advertiser</u> Citizens for Affordable Qual	1322 G Street SE Washington, DC 20003	<u>Billing Cycle</u>	EOM/EOC
		<u>Billing Calendar</u>	BROADCAST
<u>Agency</u> New Media Firm		<u>Demographic</u>	A25-54
<u>Buying Contact</u>	<u>Sales Office</u> EWSDC	<u>Rev Codes</u>	POL POL
1322 G Street SE Washington, DC 20003	<u>Sales Region</u> NAT	<u>Product Codes</u>	PL
	<u>Agency Ref</u> 2	<u>Priority</u>	P-1
		<u>Advertiser Ref</u>	

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	65	\$73,397.50	\$86,350.00	0.00	08/27/12	09/30/12	65	\$73,397.50	\$86,350.00
October 2012	10	\$9,392.50	\$11,050.00	0.00	10/01/12	10/01/12	10	\$9,392.50	\$11,050.00
Totals	75	\$82,790.00	\$97,400.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	65	\$73,397.50	\$86,350.00	0.00	08/27/12	09/30/12	65	\$73,397.50	\$86,350.00
October 2012	10	\$9,392.50	\$11,050.00	0.00	10/01/12	10/01/12	10	\$9,392.50	\$11,050.00
Totals	75	\$82,790.00	\$97,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Amount
N 1	WXYZ	09/30/12	09/30/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$210.00	P-4	0.00	NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/24/12	09/30/12	-----S		1	\$210.00								
N 2	WXYZ	09/25/12	09/25/12	Tuesday Prime C Tuesday Prime C	CM	10-11pm	Tuesday -T-----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/24/12	09/30/12	-T-----		1	\$7,500.00								
N 3	WXYZ	09/28/12	09/28/12	Friday Prime A Friday Prime A	CM	8-9pm	Friday -----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00



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Contract / Revision

312140

Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 09/24/12 / 09/24/12

Order Sep 00:20:00

Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qua Estimate # 1652

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 3	WXYZ	09/28/12	09/28/12	Friday Prime A	CM	8-9pm Friday	-----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00	
Friday Prime A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----F--		1	\$3,000.00			0.00						
N 4	WXYZ	09/29/12	09/29/12	ABC Saturday Night Foo	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00	
ABC's Saturday Night Foo																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S-		1	\$3,000.00			0.00						
N 5	WXYZ	09/30/12	09/30/12	SU 12a-1a	CM	12am-1am	-----S	:30	1	\$215.00	P-4	0.00	NM	1	\$215.00	
SU 12a-1a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S		1	\$215.00			0.00						
N 6	WXYZ	09/30/12	09/30/12	Sports Update 1130-12n	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00	
SU 1130p-12a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S		1	\$1,000.00			0.00						
N 7	WXYZ	09/29/12	09/29/12	SA 1230a-130a	CM	1230am-130am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00	
SA 1230a-130a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S-		1	\$175.00			0.00						
N 8	WXYZ	09/29/12	09/29/12	SA 1130p-1230a	CM	1200xm-1230xm	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00	
SA Lets Ask America (12:00 XM-12:30 XM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S-		1	\$250.00			0.00						
N 9	WXYZ	09/25/12	10/01/12	M-F 106a-206a	CM	106am-206am	11111--	:30	5	\$400.00	FX	0.00	NM	5	\$2,000.00	
M-F 106a-206a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/25/12	10/01/12	11111--		5	\$400.00			0.00						
N 10	WXYZ	09/25/12	10/01/12	M-F 1205a-105a	CM	1205am-105am	M-11111--	:30	5	\$750.00	FX	0.00	NM	5	\$3,750.00	
Jimmy Kimmel Live																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/25/12	10/01/12	11111--		5	\$750.00			0.00						
N 11	WXYZ	09/25/12	09/27/12	Late News M-F	CM	Late News M-F	- 1- 1---	:30	2	\$4,000.00	P-2	0.00	NM	2	\$8,000.00	
11pm Actn News M-F																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	- 1- 1---		2	\$4,000.00			0.00						
N 12	WXYZ	09/30/12	09/30/12	Early News Su	CM	6-630pm Sun	-----S	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00	
Su 6-630p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----S		1	\$1,800.00			0.00						
N 13	WXYZ	09/25/12	10/01/12	7p News	CM	7-730pm M-F	11111--	:30	4	\$2,500.00	FX	0.00	NM	4	\$10,000.00	
M-F 7-730p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/25/12	10/01/12	11111--		4	\$2,500.00			0.00						
N 14	WXYZ	09/25/12	09/28/12	6p News	CM	6-630pm M-F	-- 1- 1--	:30	2	\$2,500.00	FX	0.00	NM	2	\$5,000.00	
6-630pm M-F																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/25/12	10/01/12	-- 1- 1--		2	\$2,500.00			0.00						
N 15	WXYZ	09/25/12	10/01/12	5p News	CM	5-6pm M-F	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00	
5-6pm M-F																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/25/12	10/01/12	11111--		5	\$1,800.00			0.00						



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Contract / Revision

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Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 09/24/12 / 09/24/12

Order Sep 00:20:00

Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qua Estimate # 1652

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Type	Spots	Amount
N15	WXYZ	09/25/12	10/01/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	11111--		5	\$1,800.00			0.00					
N16	WXYZ	09/25/12	09/28/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	--1-1--	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	--1-1--		2	\$1,400.00			0.00					
N17	WXYZ	09/25/12	10/01/12	M-F 1p-2p The Chew	CM	1-2pm M-F	11111--	:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	11111--		5	\$800.00			0.00					
N18	WXYZ	09/25/12	10/01/12	12-1pm M-F 12-1pm	CM	12-1pm	11111--	:30	5	\$1,200.00	FX	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	11111--		5	\$1,200.00			0.00					
N19	WXYZ	09/25/12	10/01/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11111--	:30	5	\$1,500.00	FX	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	11111--		5	\$1,500.00			0.00					
N20	WXYZ	09/25/12	10/01/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11111--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	11111--		5	\$800.00			0.00					
N21	WXYZ	09/25/12	10/01/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$1,000.00	FX	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	11111--		5	\$1,000.00			0.00					
N22	WXYZ	09/30/12	09/30/12	Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$900.00			0.00					
N23	WXYZ	09/30/12	09/30/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		1	\$900.00			0.00					
N24	WXYZ	09/29/12	09/29/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	2	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		2	\$900.00			0.00					
N25	WXYZ	09/29/12	09/29/12	Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1	\$500.00			0.00					
N26	WXYZ	09/26/12	09/28/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	--1-1--	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--1-1--		2	\$2,000.00			0.00					
N27	WXYZ	09/25/12	09/28/12	5am News M-F 5am News M-F	CM	5-6am M-F	-11111--	:30	4	\$900.00	FX	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S		4	\$900.00			0.00					



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Contract / Revision**312140**Flight Dates**09/25/12-10/01/12**Hiatus DatesOriginal Date / Revision 09/24/12 / 09/24/12Order Sep 00:20:00Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qua** Estimate # **1652**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	<u>Totals</u>		
													Spots	Amount	
N27	WXYZ	09/25/12	09/28/12	5am News M-F 5am News M-F	CM	5-6am M-F	- 1111--	:30	4	\$900.00	FX	0.00	NM	4	\$3,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/25/12 10/01/12 - 1111-- 4 \$900.00 0.00															
N28	WXYZ	09/25/12	10/01/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/25/12 10/01/12 11111-- 5 \$300.00 0.00															
													Totals	75 \$97,400.00	